

Notice of References Cited	Application/Control No. 10/068,771	Applicant(s)/Patent Under Reexamination ELDERING ET AL.	
	Examiner Son P Huynh	Art Unit 2611	Page 1 of 1

U.S. PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
	A	US-6,463,585	10-2002	Hendricks et al.	725/35
	B	US-6,029,045	02-2000	Picco et al.	455/5.1
	C	US-6,112,186	08-2000	Bergh et al.	705/10
	D	US-6,133,912	10-2000	Montero	345/327
	E	US-6,177,931	01-2001	Alexander et al.	345/327
	F	US-5,005,099	04-1991	Perryman et al.	360/132
	G	US-6,029,176	02-2000	Cannon	707/104
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

FOREIGN PATENT DOCUMENTS

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
	O					
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	R					
	S					
	T					

NON-PATENT DOCUMENTS

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	US 2003/0093792 -"method and apparatus for delivery of television programs and targeted de-coupled advertising"- Labeeb et al. May 2003
	V	US 2001/0049820- "method for enhancing digital video recorder television advertising viewership"- Barton et al. Dec. 2001
	W	US 2002/0042914 "systems and methods for providing targeted advertisements based on current activity"- Walker et al. Apr. 2002
	X	US 2002/0124249- "targeted advertising during playback of stored content"- Shintani et al. Sep. 2002

*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.